

Lange expands Track services in T&T



Lange Trinidad Ltd executive director Christopher Skinner, left, cuts the ribbon as San Fernando Mayor Robert Parris congratulates him at the grand opening of the Track QuickService Centre on Lady Hailes Avenue, San Fernando, on Saturday. PHOTO BY KRISTIAN DE SILVA

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While the unavailability of sufficient US dollars is hindering the growth of many businesses, forex earner Lange Trinidad Ltd has once again expanded its Track Batteries brand with the addition of its QuickService Centre in San Fernando.

The \$750,000 project included the expansion of the Track showroom at Lady Hailes Avenue, providing customers with a comfortable space to relax and shop while awaiting services.

It also features a recently renovated service station offering tyre checks and installation, wheel

balancing and alignment, and oil changes—all while customers remain in the comfort of the store. Chief operating officer Steven Blanc said Lange's first step in diversification was the establishment of the Track Service Centre, in addition to battery sales and related services.

This initiative granted customers access to a broader range of products and services for their vehicles.

The QuickService facility is a continuation of Lange's strategy to enhance its service offerings.

While several other companies provide similar services, Blanc highlighted that Lange has occupied the busy Lady Hailes Avenue location since the early 1960s.

Track was established in 1987 primarily for battery sales and servicing and has since built a loyal customer base due to its strong community ties and high service standards.

"We believe that San Fernando has the business, the capacity, and the demand for better products and services," Blanc said.

He added that their partnership with top global tyre manufacturers, Hankook Tyres and Giti, ensures quality products for their customers.

Lange's vision for Track is to expand beyond its existing locations in San Fernando, Chaguanas, and Port-of-Spain.

"Of course, volume business is where your efficiencies are generated, particularly for tyres and batteries. Our batteries are actually manufactured locally by one of our subsidiaries.

"Track Battery is a local product, the only battery manufactured in the English-speaking Caribbean. We export that battery and brand, which is a Trinidadian brand, to over 13 countries across Caricom. Our focus right now is the expansion of this model through our existing locations and into new areas."

Blanc said Lange will continue to seek opportunities to expand into regions where there is demand for its services.

While there is no staffing in Tobago, the company recently launched its 62-Track 24/7 roadside assistance service which delivers batteries and settles claims, making it available on the island.

San Fernando Mayor Robert Parris emphasised that the city cannot thrive without the support of the business community.

He stressed that if the San Fernando City Corporation emulated businesses in their approach to operations, public services would improve significantly.

"This is an example—diversification in a time of economic challenge is something that is very intrepid and very brave of those responsible for this business venture. It is something I admire because I am a customer. I come to buy batteries here, and now I can service my car," Parris said.

The mayor added that he sees ways in which Track can assist the San Fernando City Corporation in improving its output as he aims to create opportunities for collaboration between local government and businesses.